What is claimed is:

1.

A method of evaluating customer service performance of a specific employee, comprising:
presenting a question to a customer at the point of
transaction about the employee's performance;
obtaining a response to the question from the
customer at the point of transaction;
recording the customer's response;
evaluating the response.

2.

The method of evaluating customer service performance according to claim 1, further comprising:
linking the question and response with the employee
who served the customer.

3.

The method of evaluating customer service performance according to claim 1 wherein the question is presented to the customer on the display of an electronic payment device.

4.

The method of evaluating customer service performance according to claim 1 wherein the question is presented on a monitor and the response is entered on a keyboard.

5.

The method of evaluating customer service performance according to claim 1 wherein the question is presented on a paper medium.

**5.**

The method of evaluating customer service performance according to claim 1 wherein the question that is presented to the customer is randomly picked from a group of questions.

**6.**

The method of evaluating customer service performance according to claim 1, further comprising:

accumulating scores for questions for individual
    employees over a defined time period.

**7.**

The method of evaluating customer service performance according to claim 1, further comprising:

accumulating scores for questions for different
    measurement levels over a defined time period.

**8.**

The method of evaluating customer service performance according to claim 1 wherein the response is compiled in a computer.

**9.**

The method of evaluating customer service performance according to claim 1, further comprising:

communicating an alert signal when a customer
    service response falls below a threshold.

**10.**

The method of evaluating customer service performance according to claim 1, further comprising:

offering the customer a reward as an incentive to
answer the question.

12.

A computer software application for use in
evaluating customer service performance, the
software application comprising:
an electronic record comprising a plural:+
survey questions about specifi
and specific employees;
a database for storing responses to the su_
questions;
a user interface to present the questions to the
customer and enter responses into the software
application;
a control program to present at least one of the
survey questions to customers, and to
accumulate responses to the question;
the software residing in a digital medium.

13.

The computer software application of claim 12
wherein the control program further comprises the
capacity to link responses with the question and the
employee who served the customer.

14.

The computer software application of claim 12
wherein the control program further comprises a
capacity to accumulate scores for individual
questions, and to calculate performance indicators.

15.

The computer software application of claim 12
wherein the control program further comprises a

Offering the customer a reward as an incentive to

answer the question.

12.

A computer software application for use in evaluating customer

service performance, the software application comprising:

an electronic record comprising a plurality of survey questions about

specific transactions and specific employees;

a database for storing responses to the survey questions;

a user interface to present the questions to the customer and enter

responses into the software application;

a control program to present at least one of the survey questions to

customers, and to accumulate responses to the question;

the software residing in a digital medium.

13.

The computer software application of claim 12 wherein the

control program further comprises the capacity to link responses with

the question and the employee who served the customer.

14.

The computer software application of claim 12 wherein the

control program further comprises a capacity to accumulate scores for

the individual questions, and to calculate performance indicators.

15.

The computer software application of claim 12 wherein the

control program further comprises a

capacity to communicate a management alert when a
response below a threshold has been entered.

16.

The computer software application of claim 12
wherein the control program further comprises a
capacity to inform customers of an incentive for
answering the survey question.

17.

The computer software application of claim 12
wherein the control program further comprises a
capacity to communicate performance indicators to
payroll software.

18.

A method of evaluating customer service
performance, comprising:
asking transaction specific questions about specific
    employees;
recording customer responses;
transmitting the responses to a computer;
evaluating the responses to link specific employees
    to specific transactions.

19.

The method of evaluating customer service
performance according to claim 18, wherein the
questions and responses are made at the point of
transaction.

20.

The method of evaluating customer service
according to claim 18, wherein the questions and
responses are made via telephone.

21.

The method of evaluating customer service according to claim 18, wherein the questions and responses are made via a television with a remote control device.

22.

The method of evaluating customer service according to claim 18, wherein the questions and responses are made using a printed media.

Adapt